

1 ABSTRACT OF THE DISCLOSURE

2 Described are methods and apparatus for enhancing an  
3 information resource, such as a Web page, simultaneously  
4 residing in memory on a number of remote receivers. A  
5 content creator, (e.g., a program producer, broadcaster,  
6 affiliate, cable company or satellite provider), embeds a  
7 trigger in a data service channel of a broadcast signal.  
8 The trigger includes a resource identifier unique to the  
9 information resource and a script capable of modifying the  
10 information resource. The script might be a script or a  
11 segment of a script written in a conventional scripting  
12 language. Each receiver that includes the targeted  
13 information resource monitors the data service channel of  
14 the broadcast video signal for script-bearing triggers  
15 directed to that resource. If a receiver receives a script-  
16 bearing trigger directed to the resident resource, the  
17 receiver executes the script contained within the trigger  
18 to alter the resource and/or the displayed video defined by  
19 the resource.

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